

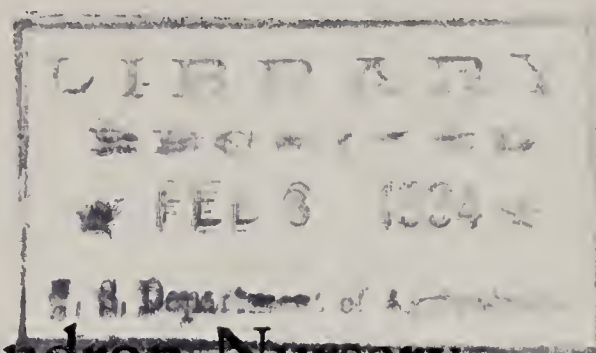
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WHOLESALE PRICE LIST — 1933



LaBars' Rhododendron Nursery
STROUDSBURG, PA.



If You Want Sales — Give Quality

A few years ago customers were not greatly concerned about price and quality. A plant was a plant whether carelessly produced by unskilled workers or grown into a specimen by skilled nurserymen.

Times have changed. Volume sales made in prior years have taught the public that there is quality in plants, as in all things, and they now realize that the cheapest plant is not always the greatest bargain.

Today, more than ever, customers are looking for bargains but **QUALITY IS BEGINNING TO COUNT**. Price alone cannot sell merchandise—quality must be considered and value given for value received. More sales will result by giving the best at a reasonable price than by selling the poorest at the lowest price.

Of price cutting there can be no end and we have no desire to enter into it. We sincerely believe that our plants are priced right when our quality is considered, and that at the prices quoted you can handle our plants at a profit to yourself and satisfaction to your customers.

All nursery grown plants herein are shipped balled and burlapped and prices are quoted F. O. B. shipping point. Truck deliveries of the material from Stroudsburg within a radius of 125 miles at reasonable prices.

Wholesale Price List —

Our plants are actually nursery-grown and have been transplanted within the past 12 months. All plants which have been transplanted in a nursery for a season or two. Increase your business.

F. O. B. STROUDSBURG, PENNA.



Prices quoted are net each — B. and B.
Deduct 10% discount for lots of 10 to 50, one variety.
Deduct 20% discount for lots of 50 or more, one variety.
Packing is additional in less carload shipments.

| EVERGREEN | | | | | | | | | | | |
|---|------------|--|--|---------------|---------------|--------------|--------------|--------------|--------------|-------------|-------------|
| VARIETIES | | | 12-15 Ins. | 15-18 Ins. | 18-24 Ins. | 2-2½ feet | 2½-3 feet | 3-3½ feet | 3½-4 feet | 4-5 feet | 5-6 feet |
| * <i>Rhododendron maximum</i> | | | | | | | | | | | |
| White, Light-pink | July | | \$1.22 | \$1.40 | \$1.75 | \$2.10 | \$2.45 | \$2.97 | \$3.67 | \$4.55 | \$5.60 |
| <i>R. catawbiense</i> | | | | | | | | | | | |
| Soft, orchid-pink | Late May | | 1.57 | 1.75 | 2.10 | 2.80 | 3.67 | 4.55 | 5.60 | | |
| <i>R. carolinianum</i> | | | | | | | | | | | |
| Light rose, pink | Early May | | 1.57 | 1.75 | 2.10 | 2.80 | 3.67 | 4.55 | 5.60 | 7.70 | |
| <i>R. carolinianum album</i> | | | | | | | | | | | |
| White, blush-pink | Early May | | 1.22 | 1.40 | 1.75 | 2.10 | 2.45 | 2.98 | 3.85 | 4.90 | 7.00 |
| <i>R. minus</i> (true Punctatum) | | | | | | | | | | | |
| Deep pink | Early July | | 1.57 | 1.75 | 2.10 | 2.80 | 3.67 | 4.55 | 5.60 | 7.70 | |
| <i>Kalmia latifolia</i> | | | | | | | | | | | |
| White, pink | May | | 1.05 | 1.22 | 1.40 | 1.92 | 2.62 | | | | |
| <i>K. angustifolia</i> | | | | | | | | | | | |
| Deep pink | May | | | 1.22 | 1.40 | | | | | | |
| <i>Leucothoe catesbaei</i> | | | | | | | | | | | |
| White | Early May | | | 1.05 | 1.22 | 1.57 | 2.10 | | | | |
| <i>Pieris floribunda</i> | | | | | | | | | | | |
| White | Late April | | 1.05 | 1.40 | 1.75 | 2.28 | | | | | |
| <i>Leiophyllum buxifolium</i> | | | | | | | | | | | |
| White, pink | May | | 6 to 10 inches high—6 by 10 inches top spread, \$1.00; 10 by 15 inch top spread, \$1.35; 15 by 20 inch top spread, \$1.75. | | | | | | | | |
| * <i>R. maximum</i> , 6-7 ft., \$8.40; 7-8 ft., \$11.20; 8-9 ft., \$16.75; 9-10 ft., \$22.40; 10-12 ft., \$35.00; 12-14 ft., \$45.50. | | | | | | | | | | | |

| DECIDUOUS | | | | | | | | | | | |
|-----------------------------|------------|--|---------------|---------------|---------------|--------------|--------------|--------------|--------------|-------------|-------------|
| VARIETIES | | | 12-15 Ins. | 15-18 Ins. | 18-24 Ins. | 2-2½ feet | 2½-3 feet | 3-3½ feet | 3½-4 feet | 4-5 feet | 5-6 feet |
| <i>Azalea arborescens</i> | | | | | | | | | | | |
| White | June | | \$1.22 | \$1.40 | \$1.75 | \$2.28 | \$2.80 | \$3.32 | \$4.20 | \$4.90 | \$5.95 |
| <i>A. calendulacea</i> | | | | | | | | | | | |
| Brick-red, orange | Late May | | 1.22 | 1.40 | 1.75 | 2.28 | 2.80 | 3.32 | 4.20 | 4.90 | 5.95 |
| <i>A. vaseyi</i> | | | | | | | | | | | |
| Delicate pink | May | | 1.75 | 2.10 | 2.45 | 2.97 | 3.50 | | | | |
| <i>A. nudiflora</i> | | | | | | | | | | | |
| White, pink | Early May | | 1.05 | 1.22 | 1.57 | 1.92 | 2.62 | 3.15 | 3.85 | 4.55 | 5.25 |
| <i>A. rosea</i> | | | | | | | | | | | |
| Deep pink | Late May | | 1.05 | 1.22 | 1.57 | 1.92 | 2.62 | 3.15 | 3.85 | 4.55 | 5.25 |
| <i>A. viscosa</i> | | | | | | | | | | | |
| White, light-pink | July | | 1.05 | 1.22 | 1.57 | 1.92 | 2.62 | 3.15 | 3.85 | 4.55 | 5.25 |
| <i>A. canadensis</i> | | | | | | | | | | | |
| Purplish rose | Late April | | | 1.22 | 1.40 | | | | | | |
| <i>Vaccinium corymbosum</i> | | | | | | | | | | | |
| White | May | | | 1.22 | 1.40 | 1.57 | 1.75 | 2.10 | 2.80 | 3.50 | 4.20 |

Truck deliveries of the above material within a radius of 125 miles of Stroudsburg at reasonable rates.

Nursery Grown Clumps

two years. They are far superior in quality to seedlings of one or two stems, or collected business by giving your customers the best.



Typical Standard Quality

Quantity Prices of Nursery Grown Clumps

F. O. B. OUR NORTH CAROLINA NURSERY



Prices quoted are net, B. and B., in 50 lots or more of one variety. Shipments made by carlot only.

No orders shipped from Stroudsburg at these prices.

| | 12-15 Ins. | 15-18 Ins. | 18-24 Ins. | 2-2½ feet | 2½-3 feet |
|----------------------------------|---------------|---------------|---------------|--------------|--------------|
| <i>Rhododendron Maximum</i> | | | \$1.06 | \$1.28 | \$1.48 |
| <i>Rhododendron catawbiense</i> | .95 | 1.06 | 1.28 | 1.70 | 2.23 |
| <i>Rhododendron carolinianum</i> | .95 | 1.06 | 1.28 | 1.70 | 2.23 |
| <i>Azalea Vaseyi</i> | 1.06 | 1.27 | 1.50 | | |
| <i>Azalea calendulacea</i> | .75 | .85 | 1.06 | 1.39 | |
| <i>Azalea arborescens</i> | .75 | .85 | 1.06 | 1.39 | |
| <i>Leucothoe catesbaei</i> | | .64 | .75 | .95 | |

Leiophyllum buxifolium—6 to 10 inches high. 6x10 inches top spread, \$.60; 10x15 inches top spread, \$.90; 15x20 inches top spread, \$1.00; 20x30 inches top spread, \$1.75.

Collected stock can be included in cars with Nursery grown clumps from North Carolina. See page 4.

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COLLECTED STOCK

We have had over 30 years' experience in the collecting of native Rhododendrons, Azaleas, and Kalmia. All our collected plants are selected, dug and loaded under the personal supervision of a member of our firm.

F. O. B. North Carolina and the Virginias

PRICES NET IN CARLOAD LOTS TO THE TRADE

| | 1-2 feet | 2-3 feet | 3-4 feet | 4-5 feet | 5-6 feet | 6-7 feet | 7-8 feet |
|-------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <i>R. Maximum</i> | \$.52½ | \$.70 | \$.87½ | \$1.22½ | \$1.57½ | \$2.10 | \$3.50 |
| <i>R. Catawbiense</i> | .63 | .94½ | 1.26 | 2.10 | 2.80 | 3.85 | 4.90 |
| <i>R. Carolinianum</i> | .70 | .87½ | 1.22½ | 2.10 | 3.15 | 4.90 | 5.60 |
| <i>Kalmia Latifolia</i> | .52½ | .70 | .87½ | 1.22½ | 2.10 | 3.50 | 5.60 |
| <i>Az. Calendulacea</i> | .42 | .49 | .63 | .77 | 1.05 | 1.40 | 2.10 |
| <i>Az. Arborescens</i> | .49 | .59½ | .87½ | 1.05 | 1.75 | 2.80 | 3.50 |
| <i>Az. Rosca</i> | .42 | .49 | .63 | .77 | 1.05 | 1.40 | 2.10 |
| <i>Az. Nudiflora</i> | .42 | .49 | .63 | .77 | 1.05 | 1.40 | 2.10 |

For prices of special selected quality, or other varieties, including *R. Carolinianum Album*, *R. Minus*, *A. Viscosa*, *Vaccinium corymbosum*, *Leucothoe*, and *Pieris*, ask for our complete list, giving full shipping information, prices, and freight rates.

F. O. B. Pennsylvania

Specimen collected Hemlocks — 9 to 25 foot.

Specimen collected Redcedar — 9 to 25 foot.

Specimen collected Dogwood (Tree or bush form).

White Birch Clumps — 2 to 5 stem, 8 to 14 foot.

(Prices quoted on particular requirements on application.)

Address all letters to Stroudsburg, Pa.

LaBars' Rhododendron Nursery

4 Nurseries

1000 Acres

STROUDSBURG, PA.

Largest growers of America's most beautiful native shrubs

Telephone:
Bell Stroudsburg, 644